



*"How
do they keep those
GLORIOUS
COMPLEXIONS
in that awful
climate?"*

Doña
CASTILE

*Pure Olive Oil gives Doña Castile its
color, fragrance and delicious bland-
ness for delicate skins.*



It's a question asked by every woman who has visited Spain—land of ice and fire, dry-hot summers and ferocious winters. And those glorious complexions of Spanish women—even the most delicate blondes—are never tarnished by that climate. They remain through youth and middle age firm and fine, with that ravishing "golden pallor"—the most beautiful complexions in Europe.

How do they do it? No magic, no cosmetics of mysterious virtue—nothing but pure Castile toilet soap! (Named, you recall, from Castilia, the Spanish province where this incomparable *jabon duro* (Castile) was first made, six centuries ago.)

And of course we all know that nothing in the world can ap-

proach this pure soap in its bland cleansing virtue. And so—to make the very finest toilet soap in the world, what could be more obvious than to make this lovely Castile into dainty toilet form—as American women would like it?

And that's what we have done. Improvement?—Yes! We have made an exquisite, "hard-milled," lasting cake, adorably shaped for a woman's hand. It will not deliquesce (a new virtue in Castile): it will give you a profuse lather, quickly, even in luke-warm water. A lather that will rinse instantly. Too, you can use it ever so freely; Doña Castile costs ten cents. And you can get it practically anywhere. Armour, U. S. A.

*Givens, Voyage en Espagne



10 Cents